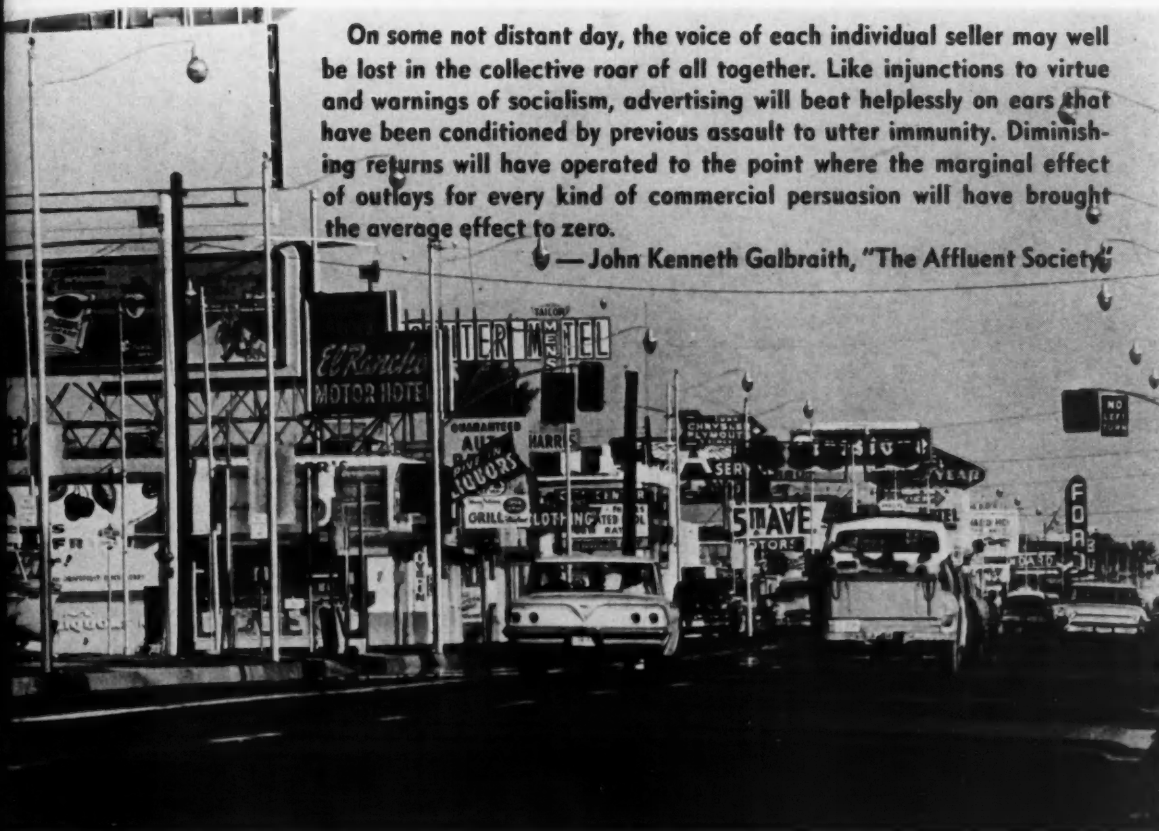


ARIZONA ARCHITECT

On some not distant day, the voice of each individual seller may well be lost in the collective roar of all together. Like injunctions to virtue and warnings of socialism, advertising will beat helplessly on ears that have been conditioned by previous assault to utter immunity. Diminishing returns will have operated to the point where the marginal effect of outlays for every kind of commercial persuasion will have brought the average effect to zero.

— John Kenneth Galbraith, "The Affluent Society"



6

FEBRUARY 1961, Vol. 4, No.

In This Issue: The Mess We Live In

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ARIZONA ARCHITECT



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COVER Van Buren Street, downtown Phoenix, looking east from Seventh Avenue. Charles R. Conley Photo. John Galbraith will be keynote speaker at the AIA National Convention in Philadelphia, April 24-28, 1961

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CIRCULATION AND POLICY

Circulation of Arizona Architect is to every architect in the United States who is qualified and registered to practice in Arizona; also to all members of Arizona AIA architects' staffs; to schools of architecture; general contractors; home builders; structural, mechanical, civil and electrical engineers; planning officials and church, school and government officials. To these circulation is free. Others may subscribe for \$4.00 a year, single copy 40 cents.

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THE PRESIDENT'S PAGE



**CENTRAL
ARIZONA
CHAPTER**



**SOUTHERN
ARIZONA
CHAPTER**



Kemper Goodwin

David S. Swanson

THINK. Our cities become steadily uglier and less pleasant places in which to live — this in spite of the fact that we have approached a modern classic form for office buildings and factories, and perhaps another for schools and still another for churches, and in spite of the fact that our individual buildings are often very fine.

The architect's buildings can make or destroy the skyline, free or block the traffic stream, encourage the further cultivation of trees or blight the few that remain. He can place his buildings so that they may be seen or hide others with his own arrogant facades. He can surround them with those small areas of green and repose that make the difference between a serene city and an urban inferno, or he can ignore this need.

The execution of a handsome and rewarding city design calls for the assemblage of great forces — and in a democracy on a democratic basis which eliminates personal selfishness. It has been done in part in the brilliant cooperation achieved in some of our larger eastern cities. If this cooperation is to be more generally gained, it must rely upon a public abhorrence of what is ugly and a *genuine yearning for and appreciation of what is beautiful*. This abhorrence and this yearning can only be provided by education and training.

Believing this — it is most disgusting to read, in the latest issue of a magazine purporting to serve the architectural and building industry, an article authored by the chief of construction of one of our larger school districts recommending that we revert to the dark ages and go underground. This is not a new idea. One of several such schools is being constructed in Idaho with funds from the Office of Civil and Defense Mobilization.

As places of safety in atomic warfare these may be fine. As places of learning I have grave doubts. Education is not book knowledge absorbed within four walls. It is this and *more*. It must include an appreciation of, and a desire for beauty and the finer things of life. THINK.

Guest Column by SIDNEY W. LITTLE, AIA

AFTER ONLY ONE presidential editorial the titular head of the Southern Arizona Chapter fled to Las Vegas where, according to his partner, he is investigating some sort of 'housing situation' in what he termed the best interests of the firm (sic). His last words before flying to the land of green baize were that the desk was in order except for the *Arizona Architect* column. His haggard partner (as usual left holding the dice) naturally turned to the academic center for help.

It is a well known fact, however, that no college professor can ever write anything which can be compressed into a single column — much less when the extent of that writing is finally computed on a basis of "X" number of type characters for "X" number of linotype slugs. What a way to write — even for a chapter president — let alone a professor!

But — realizing that no architect is worth his salt to his profession unless he is willing and eager to devote at least 20 per cent of his time to community betterment without thought of compensation,

And — recognizing that unless the ethics of the architectural profession are kept constantly sharpened by each member of the Institute, we are in grave danger of losing, as have other professions, much of the prestige gained over the past two decades.

And — knowing very well that the architect of today is almost overwhelmed by the vast quantity of technological data he must absorb until he is threatened of becoming a mere technician instead of an artist who knows the realities of space relationships and materials —

And — being confident that, as the profession operates today, the architect must constantly urge his clients to support the fullest collaboration with the other design professions to make the end results of contemporary building reflect climate, tradition and technology —

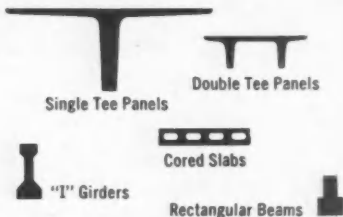
And — conceding that a printed fee schedule won't work unless everyone really wants it to work —

(Continued to page 31; see paragraph 2 above)

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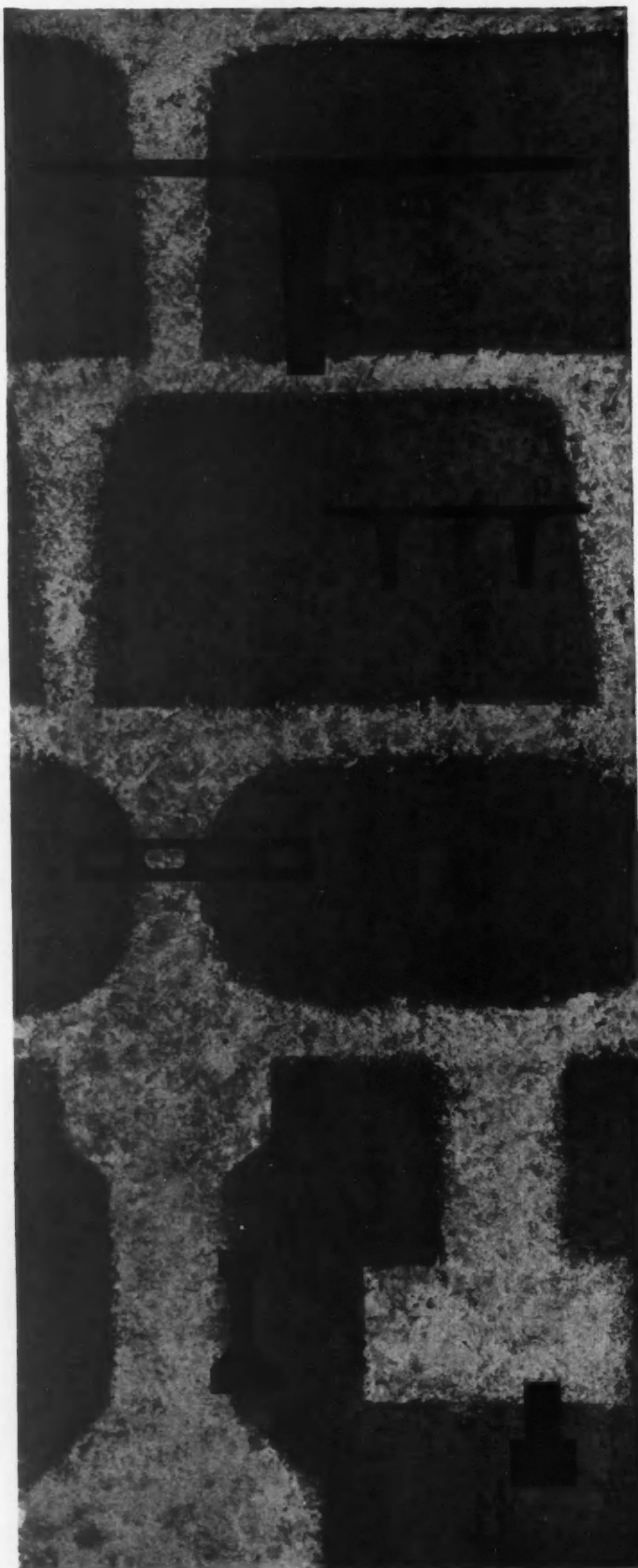
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SAND AND GRAVEL

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THE UGLINESS that surrounds us in our cities, and creeps along our highways is bad enough. Even more deplorable is the hypnotic anesthesia that has settled on the spirit of our citizenry and has permitted the blight to breed and broaden, with but little protest.

If you doubt that your own sensitivity has been dulled, study the pictures in this magazine and then take a conscious look at your city and highways. See if your eyes are not assaulted by unsightliness that you hadn't particularly noticed before.

One public official relates that a friend of his went away for a time and on his return remarked, "Phoenix looks like hell!"

We encourage our officials to appropriate tax funds to attract tourists. They do so in many ways, including a state magazine that accents the natural and man-made beauties of our region. And what happens? The tourists find more ugliness than beauty — more public preoccupation with making a buck than with developing and enjoying attractive cities in our lovely setting. The chief beneficiaries of the tourist trade — the motels — are among the most blatant abusers of our highways and streets.

The blame must be shared by all — the public that has allowed itself to be inured to ugliness; their officials who have neglected this problem; the merchants who have ordered the blight; and the aggressive sign and billboard industry, always ready to lobby our lawmakers or to seek a variance permit from a zoning commission.

Architects have designed well, often providing surface space to be used for appropriate identifying signs, only to have the owner engage a sign maker devoid of sensitivity, and possessed only of a gift for twisting tin and neon tubing into the greatest and gaudiest splash he can get away with, and get paid for.

Too many merchants seem to follow the philosophy of board chairman Evans, in *The Hucksters*:

"Mr. Evans raised his straw-covered head once more, hawked and spit on the mahogany board table.

"No one spoke. Very deliberately, he took the handkerchief out of his sleeve, wiped the spit off the table, and threw the handkerchief into a wastebasket.

"Mr. Norman," he said, "you have just seen me do a disgusting thing. Ugly word, spit. But you know, you'll always remember what I just did. . . . If nobody remembers your brand, then you aint gonna sell any soap."

The City of Scottsdale has an effective sign ordinance — and regardless of what you may think of its "western architecture," the fact is that its buildings are much more pleasant for shopping than are those of sign-riddled Phoenix, for example.

And what about the sign ordinance of Phoenix? There isn't one, except as brief sections of zoning laws. It is reported that study is being given to a new sign

ordinance, but the job is being left to the sign makers. You can guess what they will produce!

Here are three things that architects, landscape architects, leaders of garden clubs and other associations could do to improve the mess:

(1) Notify your city, county, and state legislative officials that you want abatement of the nuisances, and request notice of proposed action. Offer your help. Suggest to the officials that they *at least*, and *at once*, impose a stiff rental fee on all advertising signs displayed above public rights of way. (Chicago and other cities charge rentals on a square foot basis.) This action would do three things: it would provide needed revenue; it would discourage future sign abuse; and it would encourage present owners to eliminate offending signs. The state highway department might solve its difficult encroachment problem if authorized by law to assess rent where and while violations occur.

(2) Ask your city officials to demand that telephone and power companies propose a specific plan for progressive elimination of street power poles. As streets are widened, it seems like gross negligence not to require that underground conduit be laid and unsightly poles eliminated, instead of simply being moved back to a new street boundary, often onto narrow sidewalks.

(3) Legislators should be reminded that the signs that litter our highways are in many ways more offensive than the beer cans tossed into the bushes — a nuisance they dealt with easily, since litterbugs have no lobbyists.

I am sure that officials of the private utilities and probably many merchants and sign makers will be able to produce reasons why these suggestions cannot be carried out. To them I would tell this story:

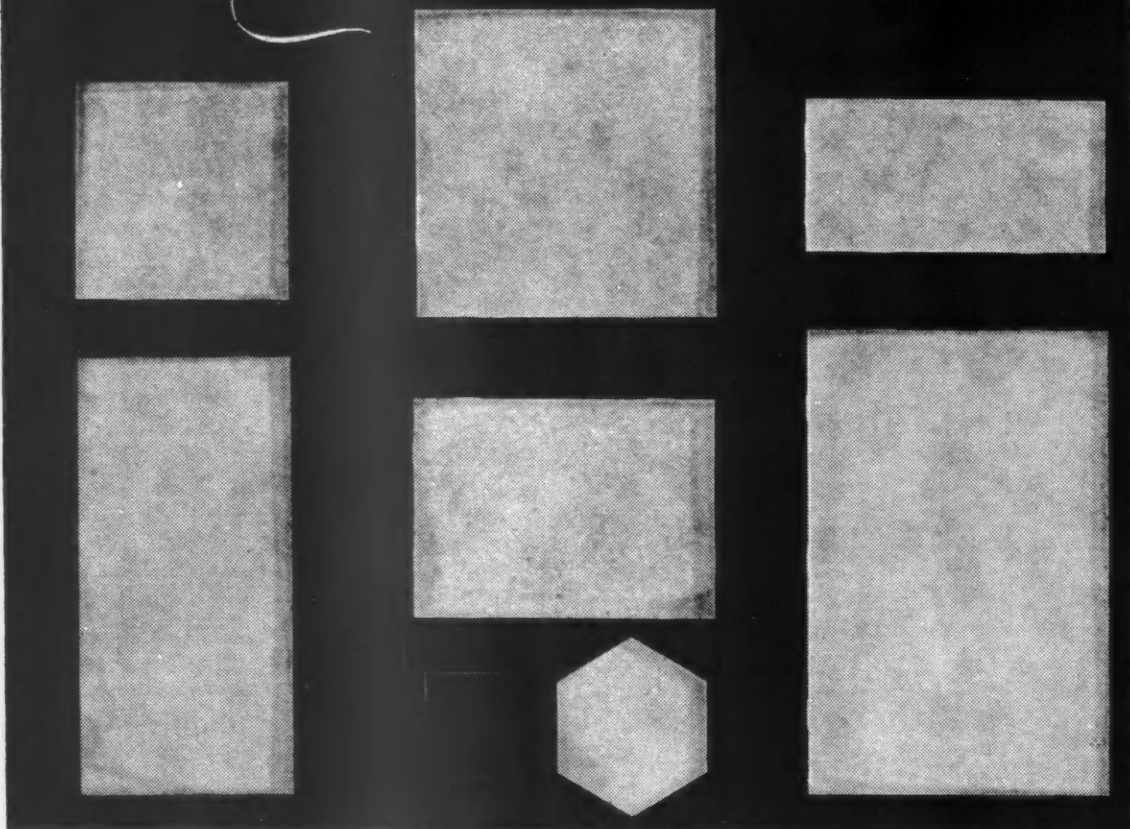
The late H. D. Collier, president of Standard Oil Company of California, called Bev Letcher, secretary, and Lew Purkey, manager of the Department on Organization, to his office late one afternoon during World War II and asked what procedure he should follow to grant a pay raise to Elmer Peterson, a member of his staff. Letcher and Purkey explained all the wage and price control laws which stood in the way of the desired increase.

Finally Mr. Collier said: "Gentlemen, I asked you here to tell me *how* it *could* be done; not *why* it could *not*." Peterson, now vice president, got his raise.

More beautiful cities and highways are well worth having, and working for. But we must wake up, first — and want them.

Phil Sitt

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Monarch glazed ceramic wall tile is the increasing choice of architects for public buildings. One reason is the rich variety of sizes and shapes possessing unique decorative qualities. Architects have an almost unlimited opportunity for distinctive treatments. Installation is even more economical with Monarch's "Multi-Set" sheet mounting — an important factor in the face of rising building costs. Basic qualities of permanence, beauty, and elimination of costly maintenance, add to the trend. For full information, contact any showroom or the General Office.



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Grand Avenue, Phoenix

The Challenge Of The Mess We Live In



Main Street, Mesa

By JAMES M. HUNTER, FAIA,
Second V.P., The American
Institute of Architects

*Excerpts from a paper delivered
before the Central Arizona Chapter, AIA,
February 2, 1961*

Frank Lloyd Wright once said, "Our society has produced the only civilization the world has ever seen which sprang from barbarianism and progressed to decadence without ever having contributed a culture in its wake."

If you accept Mr. Wright's particular use of the words "civilization" and "culture", as I accept them, then *civilization* means the leverage, the advantage that man, the animal, has attained over nature and natural phenomena. *Culture* means the amenity of a civilization — the essence — that quality which makes it all meaningful and worthwhile.

Perhaps you are not convinced that as a society we have produced a strong civilization but a weak culture. Perhaps you need a clincher?

All right! Look at the inside of your television set, the greatest technical advance that any society has ever made. We mass manufacture them — millions of them — for everybody.

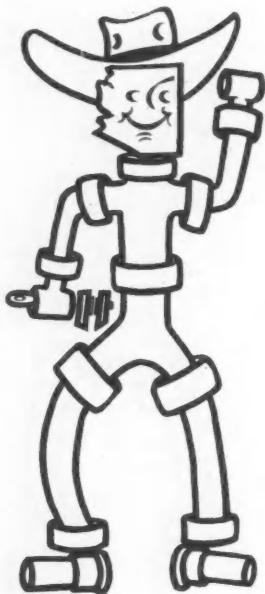
Now look at the front of it. Listen and be wooed by the "singing huckster." Experience the soul-stirring drama of the "soap opera." Rejoice in our culture!

Approach one of our cities and pass through the surrounding turbulent sea of ugliness. Become engulfed in the towering billboards, the animated signs, these evidences of our willful and unrestrained hucksterism which blot out the natural beauty of the landscape; be shocked by the blinking, blinding neon

East Van Buren, Phoenix



You're The Greatest!



That's just by way of saying "thank you" and "congratulations" all in the same breath.

We feel that the "Arizona Architect" in its December and January issues has shown an editorial policy that can't be matched for being clear, concise and unbiased.

The magazine has met head-on two highly controversial issues. The December issue printed the pro and con of direct bidding, and in January the publication offered an article on "Danger — Low Bids!"

It is only through the airing of both sides of issues such as these that solutions may eventually be found.

So we wish the best of good fortune to "Arizona Architect" and its editorial policy. We trust it will continue in the path that disregards prejudice!

Pipe Trades Industry Program of Arizona

1616 East Maryland

Phoenix

CR 7-2634

signs; be appalled by the flimsy shacks with the whimsical phony fronts designed to sell hot dogs, pizza pies and hoola hoops. Be disgusted by the disorderly array of industrial buildings, the junk yards, the "tortilla flats", the shanty towns of our civilization.

I called it a sea — actually it is a quagmire because we are bogged down in it.

At best, these approaches are a sordid, makeshift and depraved Disneyland. At worst, they are worn out, dilapidated and an unspeakable slum.

Look well also into the "asphalt jungle" which is the core of our cities and be shocked by the shouting "neon barker" of commercialism; the competitive signs, the arrogant and willful disregard for order, the awful pretending sham of our urbanism.

"We have urbanized urbanism until it is a disease. The city is a vampire living on the fresh blood of others, sterilizing humanity . . . the push-button civilization over which we are gloating has suddenly become a terror," if you like Wright's description of it.

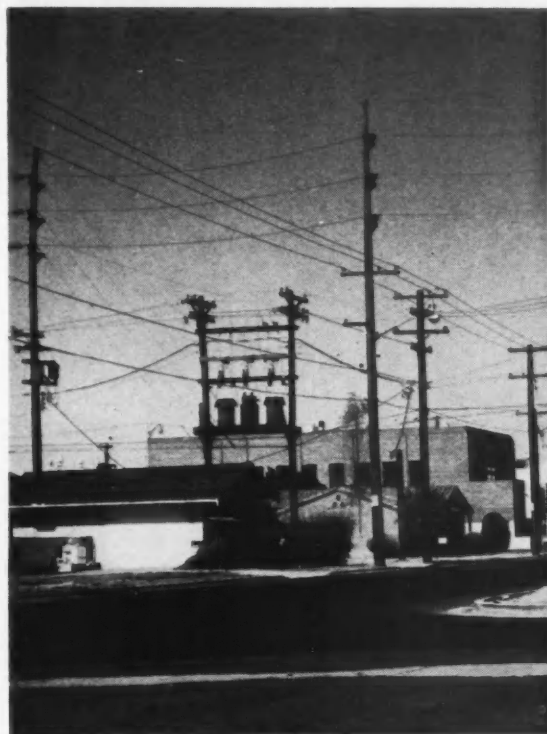
There are some exceptions. There are a few attractive cities that show some glimmerings of order, some planning amenities, and the beginnings of city planning.

I may be generalizing when I condemn this sea of turbulent ugliness. But, I am not exaggerating. At least the millions of people who flee our cities each

Environment in Tucson



February, 1961



The environment of Temple Beth El, Phoenix

year don't think so. They are rushing out and away from this monster to escape. But, in so doing, they unthinkingly transform our lovely American countryside into an unplanned, jerry-built, helter-skelter mess we call the "suburb" and the sea of ugliness spreads, the awfulness has only been transplanted.

It threatens to drown us.

It is our environment!

I am struck by the lack of private leadership in stirring up enthusiasm, convictions, and righteous indignations amongst the "common men" to do anything about their environment.

Such *simple things* such as curbing the degradation of our highways with signs, billboards, and neon gimmicks.

Such *simple things* as insisting that public utility lines be buried and put out of sight in our cities.

Such *simple things* as insisting that our public buildings be designed by the best architects and be adorned by the best artists this society can produce so that our environment can be an investment in the culture of the next generation.

Such *simple things* as insisting on spaces and bits of greenery and even a tree in the midst of our asphalt jungles.

Such *simple things* as protecting the common heritage of our countryside from the exploitation of the speculative builder.

They are all such *simple things* but the "common man" just doesn't seem to "give a damn." ●

Eleven

ARCHIE



© 1961 Engineers Testing Laboratories, Phoenix, Tucson.

"ME? Why testing the soil, of course!"

A structure is only as sound as the foundation on which it is built.

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Tourists are attracted by beauty, greeted with ugliness.

(Below) This is North Central Avenue, Phoenix.

Our Environmental Leukemia

Metropolitan America is in a squeeze. The space it uses for living and to make a living has become cluttered to the point of frustration. Efforts to relieve congestion are feeble by comparison with the forces that make it worse. Urban decay, suburban sprawl, rising taxes, clogged highways, distressed railroads, poor public schools, higher prices to food consumers, lower prices to food producers, disappearing recreational space — these and other penalties of living in our time are not isolated ills. They are symptoms of the same deadly disease. . . .

The disease is an environmental leukemia that saps the vitality of the American metropolis and its agricultural fringe. The landscape of this nation, which once offered unparalleled natural beauty, economic resources, and sites for proud cities, has been polluted through a mismanagement of space that has created expensive and ugly chaos. Instead of constructing a habitat in metropolitan areas that preserves the beautiful and functional, we have ripped our natural living space to shreds and replaced it with a tawdry, disorganized maze that is neither pleasant to look at nor economical to use.

— Edward Higbee, in *The Squeeze* (see p. 38)

Photos by Charles R. Conley





This huge GLAS-GUARD roof at Papago Plaza Shopping Center, Scottsdale, was applied by "Top-Hand" Applicator —

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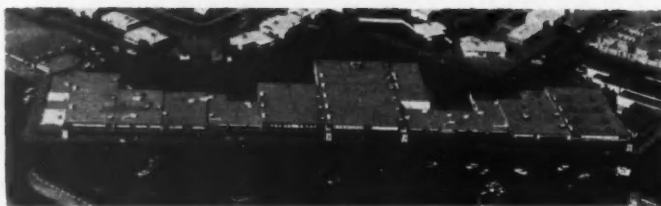
Architect: Glenn A. McCollum, AIA
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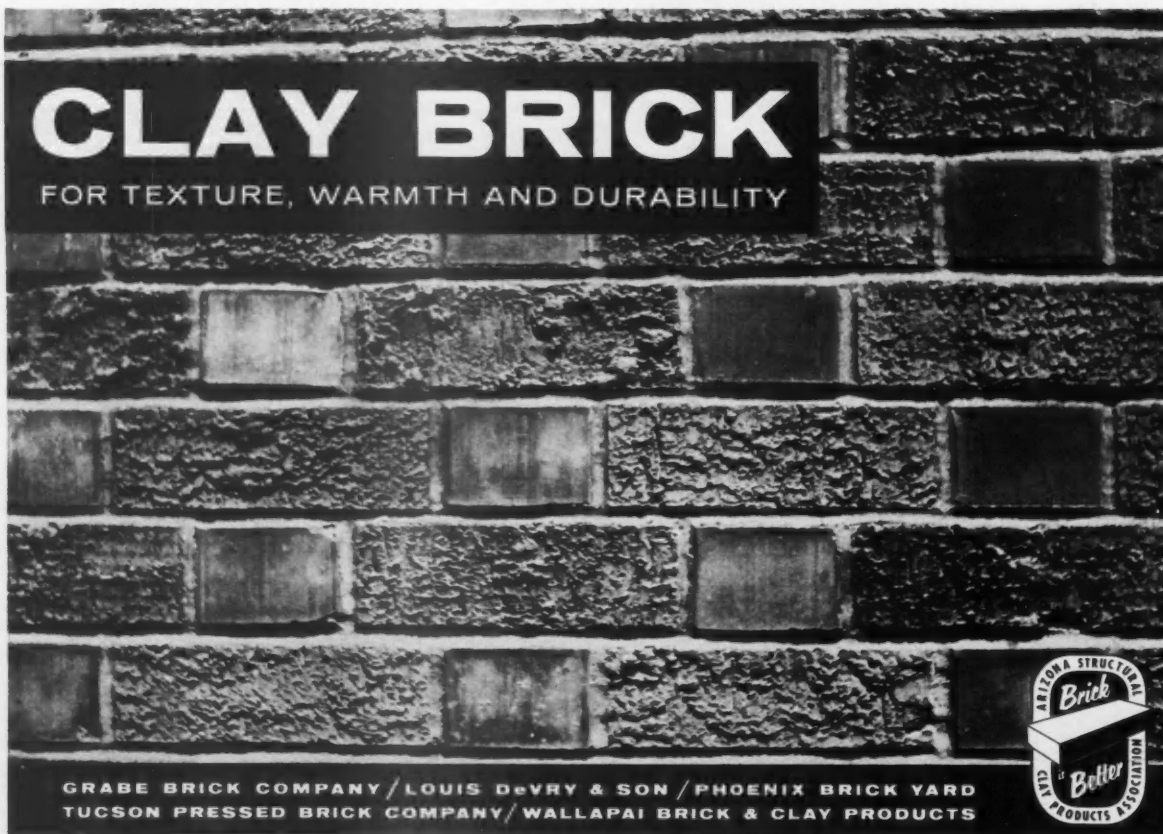
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In Tucson: Corbett Lumber Company, 210 East 7th St. MA 2-8881
O'Malley Lumber Company, 247 North 4th Ave. MA 3-8671
Rigg Roofing & Supply Co., 966 So. Cherry Ave. MA 4-1767

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SIGNS Of The Times

By LLOYD PEYTON WARE, AIA

Despite the title of this article, I don't see much reason for levity in discussing the unsightly, inaudibly clamorous, metal and plastic jungles lining all our business streets.

Where there could be beauty, there is nerve-jangling, sight-shattering chaos. Trees, shrubs, or even open spaces could be arranged for the enjoyment of our cities' inhabitants where now there exists this glittering, strident forest of signs.

Let me say to you businessmen who would call me "dreamer" or "impractical": go to your front door and look up and down your own street. Now visualize how much more attractive it would be if a plant replaced every signpost. And now think how many more customers would be enticed to stop, buy, linger and buy again if the area were made attractive, interesting and appealing to the innate desire for beauty which distinguishes we humans from the rest of the animals.

Before you discount this, consider the action of the merchants of downtown Phoenix in planting trees

in tubs to improve the concrete and asphalt desert which speculating man has wrought. There, too, the business identification signs are a little less blatant, being at least above eye level and attached to the buildings. This was caused, I am sorry to say, by scarcity of space, rather than any concerted quest for beauty; so the results are somewhat less than optimum.

Consider, now, our sister city of Scottsdale, in which the law requires all identification to be fixed on the surface of the building and may not project above, in front of, or to the side of said building, which lets the architecture show through.

It may be that merely planting a few trees and shrubs would be inadequate to cure the ills of your street. (I am speaking now principally of the recently annexed areas of our city and specifically of two of our streets which used to be our pride and joy, namely North Central Avenue and Camelback Road. There are other areas as bad and a few even worse.)

(Continued next page)

Camelback Mountain and Camelback Road, erstwhile and potential "pride and joy."

Telephoto by Charles R. Conley



For Architects! Engineers!

To help you design and create modern buildings, using the latest information and techniques on unit masonry construction, a series of informative noon-time programs is being sponsored by the Masonry Industry Program of Arizona and the Arizona Masonry Guild.

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The Role of Vermiculite in Unit Masonry

Date: Friday, March 24, 1961

Time: 12:00 to 12:40 p.m. — Lunch
12:45 to 1:35 p.m. — Program

Place: Arizona Ranch House Inn
5614 North Central Avenue
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Plan Now To Attend Friday, March 24

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ARIZONA MASONRY
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The unimaginative drabness and commonplace inadequacy of many of our business houses to which we have dulled our sensibilities and become accustomed, would stand starkly revealed and accentuated if a little beauty were placed nearby for comparison.

How better it would be, in planning a commercial enterprise, to spend a little extra thought and money to let the architectural design of your building and premises speak for you. It would eliminate the expenditure of enormous sums of money for free standing signs to try to outshoot your neighbor. Chances



Store fronts can be in good taste and attract both trade and respect.

are better than even that your grotesquely expensive sign cannot be seen anyhow, until the speeding motorist is directly in front of your emporium, because that so-and-so next door has succumbed to the blandishments of some sign salesman and has put up a bigger sign, stuck it further out, lit it up brighter and has some kind of a gimmick that flashes, revolves, pops up or changes colors.

The American public has finally revolted against the automobile manufacturers and we begin to see cars shrinking in overall length (albeit ever so slightly), and fins are slowly disappearing into trunks and fenders, using some of the most tortuous and even humorous routes imaginable. As automobiles should be built to transport people swiftly, safely, comfortably in in good logical taste, so cities should be built for the housing, employment and recreation of people in good logical taste. And, believe it or not, if you go into John Q. Public's home you will find he has good logical taste in abundance. His selection of furnishings, colors, books, art works, handicrafts, etc., are limited only by his budget and the availability of true quality at the marketplace.

Once Mr. Public steps outside his home, however, he finds reason to suspect that all other humans are base creatures with practically no appreciation for the esthetic.

If we are to combat the mounting tensions of our everyday 20th century life, and hope to overcome the increasing mental, ulcer, and coronary cases caused

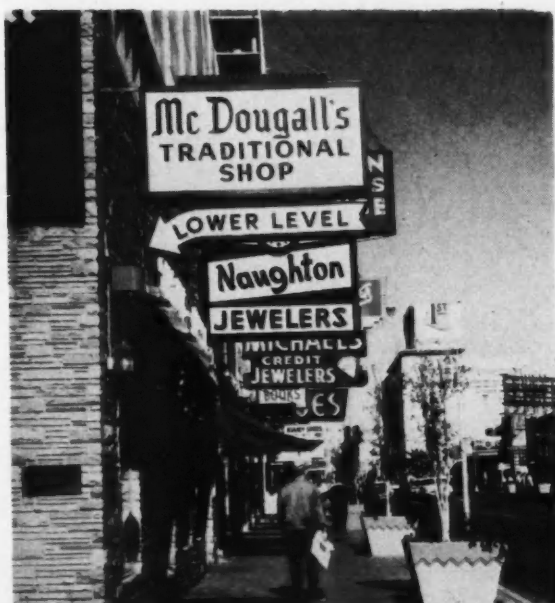
by our quickening tempo of living, we had better start paying some attention to the individual human soul for whom all this mass of culture (?) is being produced.

We Phoenicians are fortunate in having a practically new city to cultivate, plan and participate in creating. Let us not be so blinded by the forest of fast bucks that we can't see the trees of human environment.

Our Planning and Zoning Board and City Council are performing a monumental and thankless task in trying to improve and upgrade our city in spite of terrific pressures from all sides. Their basic plan and individual judgments may not be infallible, but until a better plan is presented, we should lend our cooperation to build the kind of city we would like to have.

One storm that is beating against the rocks of our city planning board is a proposed revision to our city sign ordinance. This proposal has been prepared by, and is being forcefully lobbied for our sign industry. Parts of the proposal are good and will alleviate certain inequities and obsolescent passages, but parts of it will also permit larger signs. It is hoped that an apathetic public will not let this further intrusion on the good logical taste in the furnishings of its collective "home" pass uncontested.

Finally, before I start getting poison pen letters or rock salt charges from my friends in the sign industry (and I do have, or at least did have, some), let me state that I have had very good cooperation from them in designing signs to fit buildings and vice-versa, and trust it continues. And Fellas, think of the good will you can engender by taking a lead role in beautifying our city. Also, for goodness sake, think of all the money you could make replacing all those signs with something better!

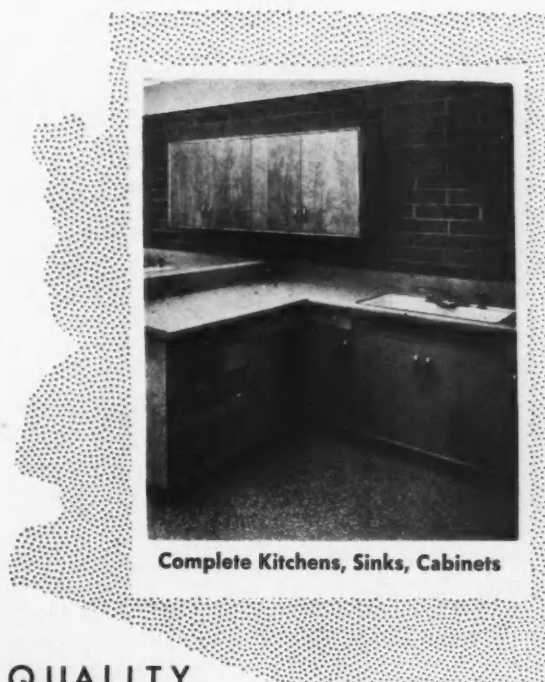


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Corbusier to Receive AIA Medal at Convention; Other Winners Named

Le Corbusier, the world famous, Swiss-born architect, has won the 1961 Gold Medal of The American Institute of Architects. Now a resident of Paris, France, and a French citizen, Le Corbusier, whose real name is Charles-Edouard Jeanneret, has been invited to attend the April AIA national convention in Philadelphia to receive the honor in person.

Born in 1887, his career as architect, painter, sculptor and writer began before World War I, and brought him fame for such buildings as the Ministry of Light Industries in Moscow, the Swiss Pavilion at the Paris University City, the revolutionary apartment blocks in Marseille, France, and his chapel "Notre Dame du Haut" at Ronchamp, France.

Among other awards to be presented at the convention will be the Fine Arts Medal to sculptor Alexander Calder, of Roxbury, Conn.; the Craftsmanship Medal to weaver Anni Albers of New Haven, Conn.; the Industrial Design Award to designer Florence Schust Knoll of New York City; and the Architectural Photography Medal to Ezra Stoller of Rye, N. Y.



SKY IS THE LIMIT — From the top of Philadelphia's Architects Building, members of the Host Chapter Women's Committee for the 1961 National Convention of the American Institute of Architects pick out famous Philadelphia landmarks they will show to the wives of architects attending the Convention April 24-28. A week-long schedule of events is being planned especially for the women, including a visit to the Henry Francis duPont Winterthur Museum and the 1,000-acre Longwood Gardens, a private performance at the Playhouse-in-the-Park, tea with famous artists of the Eastern seaboard at the Museum of Art, and tours of many fine old homes in Philadelphia and Fairmont Park. Mrs. Arthur B. White, left, Chairman of the committee, is taking note of additional ideas being offered by Committee members Mrs. Raymond DePaola, and Mrs. Joseph C. Didingier.

— AIA —

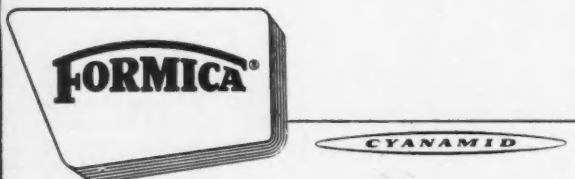
The desire, the taste, establishes the utility of all man-made things, a fifth of whiskey or a Fifth of Beethoven.

— Jacques Barzun



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An Appeal for Vision

North Central Avenue, in Phoenix, could become as famous as Wilshire Boulevard in Los Angeles as a street of regal distinction. Were it to do so, property values could soar to a fantastic figure and Phoenix could become internationally noted for another fine attribute.

But if the present trend continues, and investment builders keep putting up commonplace structures, the point of no return will soon be reached and a great opportunity will be lost forever.

This main north-south arterial already has some attention-arresting buildings with real character and class. Several large churches are among them: Central Methodist, St. Francis Xavier, First Methodist, All Saints Episcopal. There's the new Mayer-Central Building across from distinctive Park Central Shopping Center. Brophy Prep School and North Central High add a cultural tone as do the Phoenix Library and Art Museum.

Portions of the Indian School land may someday be developed with a sensitivity to the public interest, although the federal government, in auctioning off a piece of this land last year, let it get into the hands of money-seeking speculators. This despite a plea from city officials that they be allowed to bid for the land unopposed in order to obtain it for public development. As long as it remains undeveloped, however, there is a hope that it may yet contribute character to The Avenue.

Every month there is announcement of a new building being planned on North Central. Will property owners have the conscience — foresight — self-control — and good business sense — to heed the opportunity? Or will they some day own stodgy structures on a nondescript street?

Their individual decisions can enhance or debase the spiritual, cultural and commercial quality of the entire city.

— PHIL STITT

North



South



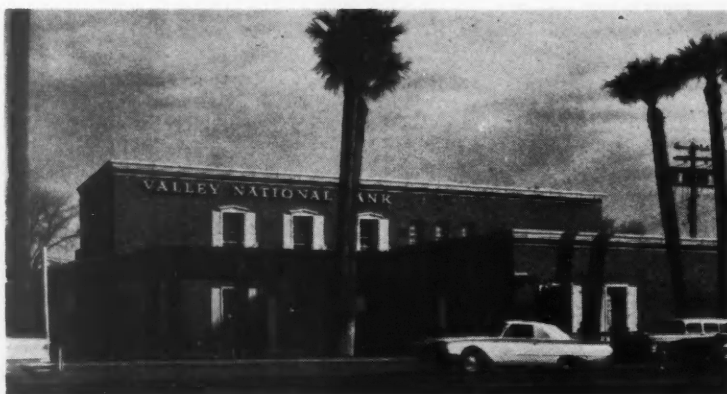
The Sign Problem

There are two basic types of signs recognized by ordinances. One is the business, or accessory, sign which identifies or directs attention to a business or profession conducted upon the premises. An "advertising" or "non-accessory" sign is one which directs attention to a business, commodity, service or enter-

tainment not exclusively related to the premises.

The first offers a useful service to the public — direction and information — which justifies its existence in the public line of vision and as part of the public's environment.

On business premises, if limited to identification purposes, and designed in good taste, signs can serve the public and the commercial purpose well. A good example is Valley National Bank in Scottsdale, where a strict sign ordinance is in effect.



An attractive building, and the area it serves, can be seriously depreciated by occupants when their signs are incongruous with the architectural design and each other, as on the new Mayer-Central Building, Phoenix.

Identification loses meaning when it repulses by being overdone or in poor taste.



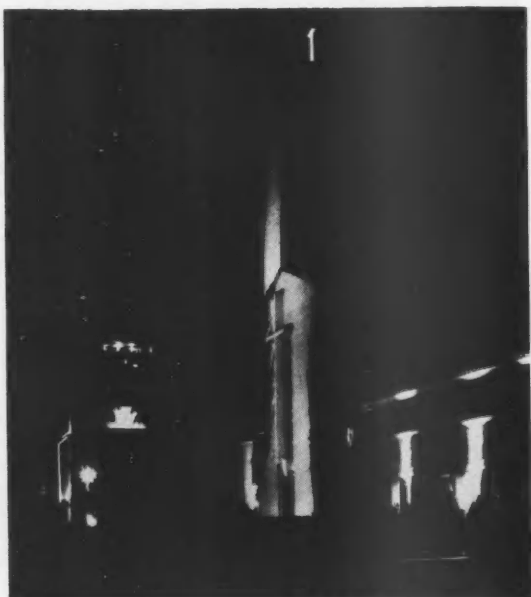


Cities would be pleasanter places for living, and valid business signs would be more effective if advertising were prohibited or more judiciously used in zoned areas. Businesses do themselves and their communities a disservice by allowing companies to clutter their premises as a price for subsidizing identification signs.

Identification signs, by domineering size alone, can become advertising. They become distasteful to the public, a downgrading element to a city, and seriously detract from otherwise attractive and inviting buildings.

When business and advertising signs are mixed together in wild disorder, they contribute greatly to a messy environment, may blend incongruously, as in the Mesa "Mademoiselle Budweiser" signs below, at left.





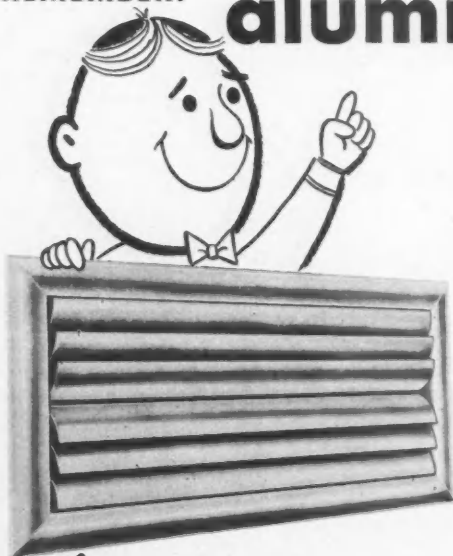
A good building can be its own best identification and advertisement of services offered, both in daytime and at night. (Central Methodist Church, Phoenix, left.)

(Below) Between its own sign and its commercial completion, North Phoenix Baptist Church fights a losing battle for identity.



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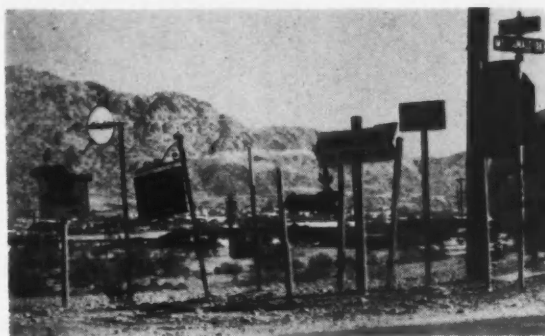
Home Office & Plant: **WATERLOO, IOWA**



"Snipes" and Spectaculars


Small, non-accessory signs, indiscriminately placed, blight an area, may cause traffic confusion, as in the case of the yellow octagonal sign, below, left. Maricopa County adjustment boards are beginning to clamp down on granting variances for blatant highway displays similar to the one below on Black Canyon Highway. Up to \$300 fine may be assessed for non-conforming signs. Only counties with zoning laws — Maricopa and Pima — have power to restrict such signs.

Because land developers spend millions advertising in newspapers and on airways, the latter are unlikely to crusade vigorously against the abuses. This




puts an unusual burden of responsibility on public officials to act, on individuals and associations to demand action.





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You too can **depend** on STEEL. You'll get more quality control of the basic raw material. You can employ it to greater advantage for more purposes.

Look to STEEL for functional design, economy and durability. Be Safe! Be Sure — Use Steel.



Twenty-four



Highway Billboards

In 1948, *The Roadside Bulletin* of the American Society of Planning Officials referred to the "extraordinarily beautiful setting" of Tucson and said that "the fast developing tourist business has well-nigh ruined the appearance of much of the town. Had intelligent city and county zoning been in control when the tourist trek started, the tragic results could have been largely prevented." The same bulletin nevertheless appealed for action then in Arizona to deal with the sign and billboard problem. It said that "all sign regulations can be made retroactive" and told how other states and cities were acting to control the menace.

The March 1960 issue of *Reader's Digest* referred to "billboard slums" and asked "Why is the mayhem being tolerated?" It added: "The reason is that too often the billboard industry has more influence with our legislators than we have who pay the bill. Bound together by trade associations, flanked by lobbyists, fighting off controls, greasing its way with gratuities and favors, this industry of a thousand companies has so encroached upon our highways that in the last two decades it has increased its take from \$44,700,000 to more than \$200,000,000 a year. With advertising rates averaging 22 cents for every thousand persons who

I think that I shall never see
A billboard lovely as a tree;
And if the billboards never fall
I may not see a tree at all.

—Author unknown

Over 135 miles to go, and the onslaught begins along Black Canyon Highway. Compliance with federal regulation would encourage such advertising only within 12 miles of service advertised.



ARIZONA ARCHITECT



SELF-PROMOTIONAL BILLBOARDS such as these are part of the industry program. Others are occasionally offered free to garden clubs, church and health organizations—and politicians.

pass a sign, the industry now insists on the right to take over on the superhighways where still heavier traffic will pile up still heavier profits."

The article added: "Under existing federal law, the government will give states a bonus of one-half of one per cent of the cost of the affected highways if they pass laws permitting no more than two signs per mile within 660 feet of the right-of-way, except for businesses that advertise for themselves on their own premises. A state must qualify by June 30, 1961, or it can collect nothing." Under this law, Arizona could have had an additional \$135,000 this year for keeping its roads more reasonably clear of new signs. But our public officials say "it isn't worth it," and have taken no action. In fact, few states have, which may give some support to the position of Arizona officials.

Newspaper, magazine, radio and TV advertising can be ignored and discarded if uninteresting or valueless. Meanwhile, it pays for entertainment, news and other services in return for its existence. Not so with billboards, which can even be a costly hazard to the very traffic which makes their profits.



TO THE POINT

CHAOS IS THE ALTERNATIVE

There Are Lots Of Complaints coming from architects, general contractors, door manufacturers and hardware distributors about the labeling requirements controlled by Underwriters' Laboratories. But we are sure these people would change their minds if they knew the basic reasons behind U/L requirements. Let's take a case in point:

A complaint recently came from a building owner we know about the U/L requirement that hardware for single point, "A" label doors be sent to the factory for application, then be removed and re-shipped to the job. He felt this requirement to ship his hardware back and forth was unnecessary.

Since U/L factory inspectors and fire insurance rating people consider that doors and hardware to be installed in fire walls are the most critical of any building installation, they demand that the hardware be available for physical inspection by their factory inspectors. They are then in a position to refuse a door label if the hardware is sub-standard in any respect.

Underwriters' Laboratories controls at the manufacturing level are the best built-in protection the architect has against shoddy products. U/L regulations are a result of long experience and hundreds of studies—and if more people took time to understand them, they would recognize the U/L requirements, and the inspectors who enforce them, as the unsung heroes of the building industry!

* * *

It Is Our Belief that a national fabricator can render the architect a vital service by providing him with comprehensive reference materials on unusual product lines. Because of their specialized nature, they do not appear in Sweet's Catalog.

The first, the new Overly Fire Doorater, provides the architect with a thorough reference on fire door usage and hardware requirements. Another very unusual brochure added for 1961 is: "The Cross, An Ageless Symbol Of Faith," cataloging over 150 different cross designs for church architecture. We welcome your letterhead requests for copies.

Overly

Manufacturers of hollow metal products, stainless steel entrances, architectural metal work, church spires and crosses.

"To The Point" is published for the interest of the architectural profession. Comments you write will be discussed anonymously in this column. Write: H. W. Wehe, Jr., Executive Vice President, Overly Manufacturing Company, Greensburg, Pa. Other Overly plants at St. Louis, Mo., and Los Angeles, Calif.

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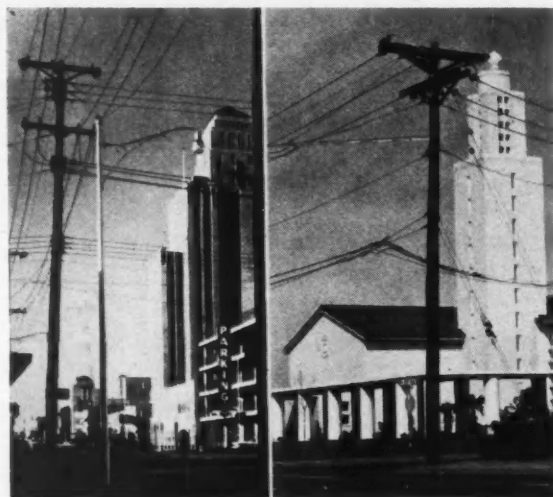
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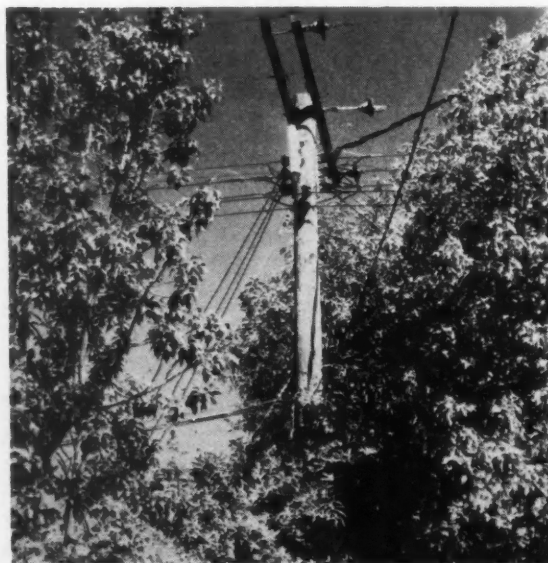
Utility Poles – A Blight

In cities, suburbia and open country, the famed Arizona sky is rent by dead trees – usually cracked, black and warped, and always unsightly.

People live with, and endure this ugliness, but something of the spirit of beauty within them dies.

Where possible, many property owners try to hide the backyard hideousness behind trees – a factor resulting in considerable trimming expense that could partially offset the cost of underground utility wires.

Lightning outages, damage to polls from traffic,



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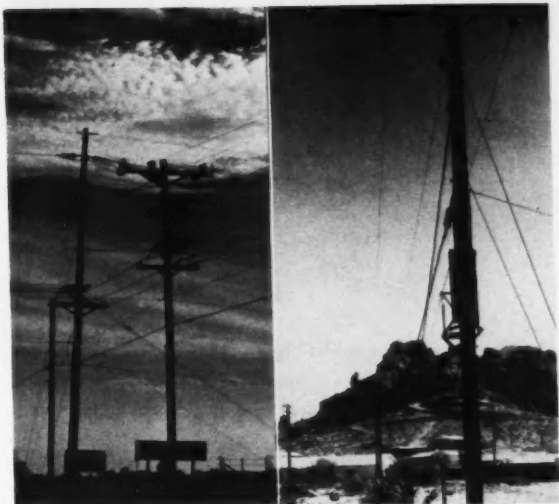
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frequent electrocutions and other hazards ought to be further considered as reasons for planning the steps that public opinion may yet make inevitable.

At the very least, whenever streets are widened, (as on Indian School and Thomas Roads, Phoenix, shown below), city officials should require that lines go underground, instead of being merely moved back to new boundaries, blocking sidewalks, and leaving the ugliness exposed. Old poles on Indian School bend to the south, suggesting possible effect of sun.



February, 1961

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— will be glad to give your office specialized help on fire door problems.

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Twenty-seven

State Scenic Highway Approved

A 30-mile strip of U.S. Highway 89, between Florence and Oracle Junction in Pinal County, has just been approved by the State Highway Commission for preservation as a scenic parkway.

To be known as the Pinal Pioneer Parkway, the strip is intended to preserve natural scenic beauty similar to that pictured below, against the encroachment of billboards, commercial or residential structures, and power line installations. It has been recommended that it be called the Pioneer Parkway as a tribute to the state's pioneers who first encountered the beauty it will preserve.

As proposed, the parkway would consist of a 1,000 foot wide band, including the existing highway right of way, which would be administered in such a way as to accomplish the objectives with as little cost and inconvenience to the public as possible. It is intended to acquire scenic easements over the lands involved—from state and federal land departments. No disturbance is contemplated to present high-tension power lines that cross, parallel and re-cross part of the highway, nor to the two commercial areas, Midway and Owlhead, now in existence. It is not contemplated that there will be any interference with those present-



ly active ranching operations in the area.

What the Highway Commission has done with 30 miles, county zoning boards could also do by the simple expediency of maintaining rigid standards on billboards along roads, and by severely restricting already excessive commercial strip zoning.

Maricopa County, by acting quickly, has done much to preserve the appearance of the newer Black Canyon Highway and Gila Bend cut-off. Generally those highways contain signs only in the commercial areas. A tightened zoning law might even reduce the types and extent of advertising permitted in commercial zones, now practically unlimited.

Public demand and support of such moves, however, is called for.



PRODUCERS' COUNCIL NEWS

The February meeting featured a highly informative presentation on floor tiles, installation problems and procedures, given by Bob Blair, of the Mastic Tile Division, Western Div., and head of the Architectural Department of Ruberoid Company, Long Beach, Calif. Included was a table top display and an introduction to Polymerite, Ruberoid's new resin base floor tile. Next P-C meeting will be held in Tucson March 20.

— AIA —

The real evil in the world is not the spectacular, the occasional, the vividly catastrophic. The real evil lies in our neglect of causes, our indifference to conditions, our unwillingness to give the time, the money and the effort to stop *preventable disaster*.

—Sydney J. Harris

SIDNEY LITTLE (continued)

And — being convinced that absorption of younger men into the profession within this expanding area is one of the most vital services the mature practitioner can perform for his profession —

And — carrying high a torch for the desperate need for the architectural profession to take a creative and positive stand in leading the major communities of this state toward sound total planning for a future that is already so dramatically changing the urban patterns —

Realizing all this and knowing it could not be compressed into 463 words, this month's column is devoted to professional meditation.

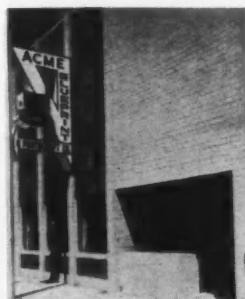
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Downtown Arizona



Charles R. Conley Photo

THE MESS WE LIVE IN. In this enlarged detail view of Van Buren St. in downtown Phoenix, looking east from 7th Ave., the new Federal

Building looms at the right, as do other important buildings. See cover picture, taken from similar position.



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Los Angeles
598 West Ave. 26
CApitol 1-2111



NEW QUARTERS — Mrs. Rayma Neeb, executive secretary of the Arizona Technical Registration Board, now welcomes registrants, applicants and the public to the board's new office at 624 Guaranty Bank Building, 3550 North Central Avenue, Phoenix 12. The move, made in late fall, not only provides better office space, but the opportunity to use the building's auditorium for conducting examinations. Arizona registrants under jurisdiction of the board now number approximately 2,750.

Death Takes Charles Polacek, AIA

Charles G. Polacek, 55, architect for a number of well known Arizona buildings, and a member of Central Arizona Chapter of The American Institute of Architects, died in Phoenix January 28.



A graduate of the University of Illinois school of architecture, Polacek took post graduate work at the Armour Institute of Chicago and the Art Institute of Chicago. A native of Chicago, he came to Phoenix in 1947 after serving as

chief engineer on major pipeline projects and as architect for several large army and navy projects.

Among the prominent Phoenix buildings for which Polacek was architect are the Guaranty Bank Building, Arizona Bank's new Home Office Building, Central Plaza Building, Dental Arts Building and the new Shangrila Apartments for senior citizens.

He is survived by his wife, Carolyn, a daughter, Suzie, 16, and by two sisters.

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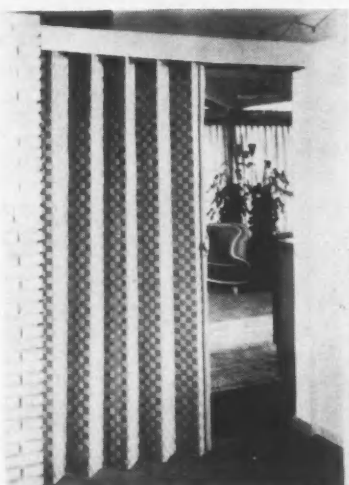
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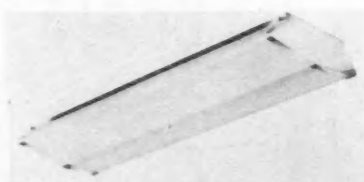


Hough Manufacturing Corporation of Janesville, Wisconsin has announced their new Ra-Tox "66" folding wood slat door. The new Ra-Tox "66" has a distinctive basket-weave pattern of smooth basswood slats combined with one-inch strips of translucent vinyl tape, with woven nylon fabric reinforcement.

The result is a folding slat door of exceptional beauty and durability. Ideal for residential closets and room dividers. A practical and economical wardrobe closure for hotels, motor inns, and school dormitories.

It is available in stock sizes and colors: Walnut, Butternut, Dawn White and Mahogany. Custom sizes and colors are available, too, in widths to 24' and heights to 10'.

Hough doors are distributed in Arizona by Haskell-Thomas, Inc., 310 South 29th Street, Phoenix.



Fluorescent surface lighting fixtures that are completely enclosed, yet less than 3 1/2" deep, are announced by Litecraft Manufacturing Corp. Designed as Series S16, these fixtures feature a wrap-around prismatic diffuser extruded from clear polystyrene. Generous, glare-free light is carefully controlled and directed in useful visual zones for maximum efficiency and eye-comfort.

Series S16 features end plates of gold anodized aluminum or enameled steel. Two and four-light units are available, suitable for individual mounting or in continuous runs.

Housings are constructed of cold-rolled steel, die-formed in four and eight foot lengths. Knock-outs allow continuous wiring of end-to-end mounted fixtures. High power factor, rapid start ballasts are provided.

A new three-color catalog sheet, fully describing the S16 series, is available from Litecraft Mfg. Corp., 100 Dayton Ave., Passaic, N. J.

Vogel-Peterson, Chicago, manufacturers of wardrobe and check room equipment, announce a new line of builders hardware for clothes closets and wardrobes. Called the "Closet-Trak," this new system for holding garment hangers, garment bags, travel bags, etc., centers around the extruded aluminum track which is attached to the bottom of any shelf.

Universal receptacles that hold all types garment hangers (hook, "Y", ball, etc.) slide free or held apart with spacers. Since tracks can be mounted either lengthwise or cross ways on shelves, they permit efficient use of available space of any shape or size. The complete system is inexpensive and quickly installed in minutes by anyone without disfiguring shelves or walls. It reduces hanger investment and hanger loss for hotels and motels and simplifies packing and unpacking for guests. Permits condensing of garments for choir robes, band uniforms, etc.

For further information write to Vogel-Peterson Co., Rte. 83 & Madison Street, Elmhurst, Illinois.



Sargent & Company, manufacturer of locks and builders hardware, has announced the availability of a new catalog section on Bored Locksets and Latchsets.

The 20-page book contains information on the MagnaLock series of heavy duty architectural locksets and the SentryLock standard duty series.

The new book replaces both the SentryLock and the MagnaLock sections currently in the Sargent Architectural Catalog. Copies are available from O'Malley's in Phoenix and Tucson, Sargent architectural hardware distributors, or Sargent & Co., New Haven 9, Conn.



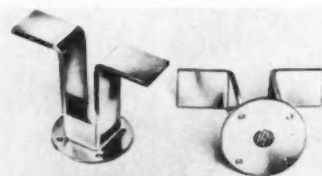
Gruvwood, a grooved wood wall manufactured by National Products, Inc., of Louisville, Kentucky, lends beauty and warmth to banks, offices, and stores as well as in houses.

Having a unique freshness of design, the wall can be installed easily and at a relatively modest cost. It offers a wide variety of wood selections, including walnut, oak, mahogany, cherry and knotty pine. Other veneers also are available.

Further information is available from National Products, Inc., 900 Baxter Avenue, Louisville 4, Kentucky.

CHARTS SIMPLIFY REGULATOR AND CONTROL VALVE SIZING

New 4 page Sizing Chart bulletin JSC-1 shows how to size OPW-Jordan's Sliding Gate Regulators and Control Valves. Simplified charts cover steam, liquid, and gas service and cross-reference method of compiling makes sizing easy by eliminating the need for rulers, formulas, or slide rules. Technical data (applying to all makes of valves) tells how to adjust sizing for variations in pressure, temperature, viscosity or specific gravity. Free from OPW-Jordan, 6013 Wiehe Road, Cincinnati 13, Ohio.



A new, low cost U-shaped concrete insert is manufactured by the Foster Illinois Corp., Chicago, Illinois.

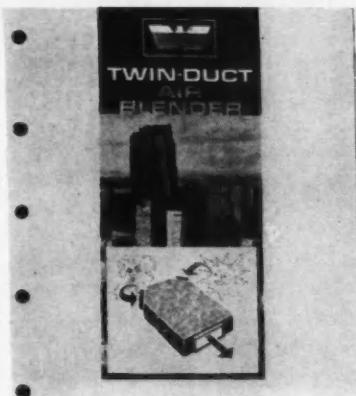
Designed primarily for suspending heavy loads, such as piping, cable, and rods, from concrete walls and ceilings, the Foster insert can also be used in mounting machinery and equipment to the plant floor.

A heavy gauge, circular nailing plate holds the insert rigidly in place on the wood forms and is flush with ceiling, wall, or floor after concrete is poured and forms are removed. The 5/8th-inch nut floats in a sealed compartment within the Foster insert to provide full adjustment during installation and also off-angle adjustment up to ten degrees. Special brazing at the edges of the nut compartment ensures a positive seal to prevent water or fine concrete from entering the nut compartment.

Write for Bulletin F-12 to: Foster Illinois Corp., 1238 West Harrison Street, Chicago 7, Illinois.

Luminall Paints has introduced improved chemistry which makes it possible to repaint exterior surfaces with latex paint without first applying a prime coat. Called Luminall Acrypolyrene House Paint, the new exterior finish not only eliminates the need for oil or latex primers on previously painted surfaces, but also is said to combine advantages superior to those previously associated with latex paints.

A companion latex product, Luminall Acrypolyrene House Paint Primer, serves as an emulsion foundation for new wood surfaces. Providing dealers with a complete emulsion system, the new Luminall latex combination offers substantial cost and time saving appeal to the market until now dominated by oil-type outside paints. For free color chip samples and more information, write Luminall Paints, 3617 South May Street, Chicago 9, Illinois.

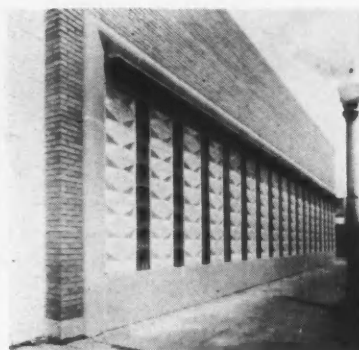


Worthington Corporation announces the release of a new product catalog entitled "Twin-Duct Air Blender" for high velocity, double duct air conditioning systems. How the new ceiling and under-window air blenders operate without the use of motors, piston operators, or mechanical linkage is explained with their design features. The catalog gives detailed engineering information on specifications and noise levels as well as selection and performance data with dimensional drawings. Also included are system advantages and unit features of these flexible units. For catalog 1100-B107 write Worthington Corporation, Air Conditioning Division, Technical Publications Section, Ampere Station, East Orange, New Jersey.

A new 20-page catalog, "PC Glass Blocks and Sculptured Glass Modules," has been published by the Pittsburgh Corning Corporation. It contains background information on glass blocks and features the company's newest contribution to this field — the Sculptured Glass Module. The design flexibility and functional advantages of glass blocks and modules are discussed, along with a full-color spectrum showing the eleven colors in which they are available.

Also included is technical data on light transmission, insulation value, installation, physical performance and proper selection of block.

Write Pittsburgh Corning Corporation, One Gateway Center, Pittsburgh 22, Pa. Ask for Booklet GB-115.



New Architectural Registrants Named

The following have been certified to practice architecture in Arizona as of February 1, 1961: (Arizona addresses unless indicated otherwise.)

Wallace H. Brown	12407 Cherry Hills Dr., W., Sun City
John S. Gifford	Erie, Pennsylvania
J. Miles Gilbert	Belleville, Illinois
Allan Hugh Grossman	Lincolnwood, Illinois
Robert Lee Hall	Memphis, Tennessee
Norman J. Hamill	Butte, Montana
Murry Harris	1808 E. Medlock, Phoenix
George Friend Huffman	3221 N. 41st Pl., Phoenix
Harold H. Hunter	Warren, Ohio
David Jacobson, Jr.	Hollywood, Calif.
James M. Langford	El Paso, Texas
Robert Charles Lesser	Los Angeles, Calif.
Milton D. Lowenstein	921 E. Indian School Rd., Scottsdale
I. Granger McDaniel	Hot Springs, Ark.
Dale R. McEnary	Minneapolis, Minn.
Richard Allen McIntire	6959 E. Edgemont, Scottsdale
Ronald Kent Martyn	1409 W. Glenn Dr., Phoenix
John Leonard Mascarella	626 S. Kenyon Dr., Tucson
Norman M. Maxon	Barrington, Ill.
Azeglio T. Pancani, Jr.	Newark, N. J.

Herman John Pratt	630 E. Winter Dr., Phoenix
Philippe Register	Santa Fe, N. M.
George K. Rubel	129 W. Marrell, Phoenix
Laszlo Ernest Sandor	1547 W. Mission Lane, Phoenix
William B. Scarbro	1709 N. 74th Way, Scottsdale
James M. Smith	Barrington, Ill.
Victor K. Thompson	Portola Valley, Calif.
Raymond A. Thon	Kalispell, Mont.
Gehres D. Weed	Kalispell, Mont.

The State Board of Technical Registration has also certified the following as Architects In Training:

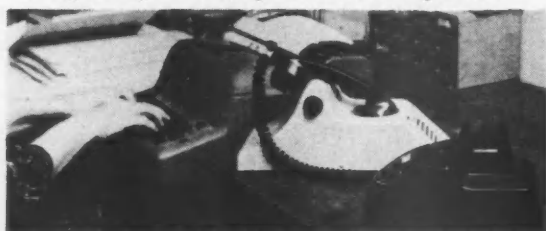
Philip J. Clovicko, Jr.	1615 N. Willow, Tucson
John T. Daly	546 W. Glenrosa Ave., Phoenix
Thomas Charles Gale	5336 N. 34th St., Apt. 3, Phoenix
James L. Merry	330 N. Vine, Tucson
Kenneth C. Thompson	Rt. 5, Box 779, Tucson
Ken G. Tom	14 W. 4th St., Mesa
Gabor Lorant Zsitvay	2205 E. Garfield, Phoenix

—AIA—

In aristocratic societies men do not need to combine in order to act. . . . Among democratic nations, on the contrary, all the citizens fall into a state of incapacity if they do not learn voluntarily to help each other. . . . If they never acquired the habit of forming associations in ordinary life, civilization itself would be endangered.

—Alexis de Tocqueville, *Democracy in America*

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To the Editor:

It is very pleasant to receive *Arizona Architect*. We deeply appreciate being included on your mailing list, and are placing the magazine in Ware Library for the use of our students.

I hope you will be interested in knowing that our School of Architecture is revising its curriculum and degree offerings. Next year we will offer undergraduate and graduate degrees in both Architecture and City Planning, and will continue the Doctoral program as in the past.

In addition to long-term curricular revisions, we expect, in September 1962, to expand our graduate program substantially. Since we believe that this is in the best interests of our profession, we will appreciate your assistance in helping us circularize potential candidates. Within the next ten days I will forward to you our announcement of available fellowships, scholarships, and assistantships, and in early April will mail to you a prospectus and bulletin of our revised offerings. Any help you can give us in advising graduate students of our interest in them will be tremendously appreciated.

CHARLES R. COLBERT
 Dean, School of Architecture,
 Columbia University,
 New York 27, N. Y.

To the Editor:

I am taking the liberty of enclosing a copy of the illustrated catalogue of the Colleges of Applied Arts which announces the establishment of an undergraduate program in city planning at the University of Cincinnati on the co-operative basis.

There is considerable demand from planning offices for architectural students and we have a number thus engaged in some of the larger cities in the eastern half of the United States. We, therefore, feel that there will be ample opportunity for students enrolled directly in planning to combine practical work experience with school studies according to the system that has been in effect since 1906.

We also feel that the school curriculum covering five years will provide sound theoretical education and that the combination of the practical and the theoretical could result in a satisfactory program for the training of city planners.

Will you be kind enough to give the salient features of this new program some space in an early issue of *Arizona Architect*?

ERNEST PICKERING
 Dean, College of Applied Arts,
 University of Cincinnati

ARIZONA SOCIETY NEWS

When George Allan MC'd the installation dinner of Central Arizona Chapter in January, and reviewed its history dating way back to the Arizona Chapter, he obtained repeated laughs by recounting the numerous committees appointed to review the fee structure.

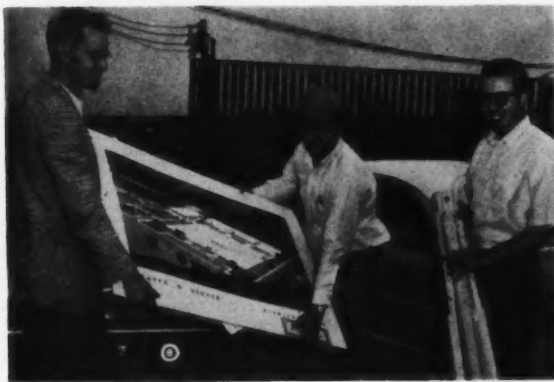
When the Arizona Society met in Casa Grande January 28 the years of effort were culminated by adoption, subject to chapter approval, of a new recommended minimum schedule worked out by a committee headed by Ralph Haver. A committee will make arrangements for printing and distribution of the recommended schedule, after final adoption.

A number of items of statewide and legislative concern to architects were discussed in the prolonged meeting, which saw the election of these new Society officers: President, Jimmie R. Nunn; Vice-president, Gerald I. Cain; Secretary, Sidney W. Little; Treasurer, Lester Laraway.

Before adjourning, the Council directed that a letter be sent to officials of the Arizona Masonry Guild and Masonry Industry Program expressing the Society's appreciation for the work they have done in keeping architects and others informed of new methods and materials in that segment of the industry, and for the attitude of cooperation they have shown to the architects specifically.



(Top) Retiring president, Edward H. Nelson, Tucson, left, turned over the reins to Jimmie Nunn, Phoenix. Below, from left, Lester Laraway, Gordon Luepke and Kemper Goodwin participated in Society meeting.



Above, from left: Robert E. Sexton, AIA, chairman of Central Chapter's School Buildings Committee, leads an exhibit with Wallace E. Welch, of the Weaver-Drover firm; and James Abney of Gonzales and Ludlow.



President Jacob C. Fruchthandler of Tucson School Dist. 1, (right) posed an architectural question for Wallace Welch.

Architects Exhibit at School Board Meet

Central Chapter had an extensive display, and a staff of architects on hand for the Arizona School Board Association annual meeting in Phoenix, January 19-23. The display presented an opportunity for architects to discuss problems involving architecture with the state's people most closely involved with building school plants.

From left: Dr. Lloyd E. McCann, University of Arizona; Jack Cummings, from the staff of Joe Wong Associates; Richard Drover, AIA; Elbert Brooks, principal of Pueblo High School, Tucson; and George N. Smith, superintendent of Flowing Wells District, Tucson.



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Central Chapter Holds Installation Dinner Dance

Joie de vivre challenged solemnity at the January 12th installation of chapter officers, held at the Arizona Country Club. Masterminded by comic George Allan, the program moved briskly through an invocation by Bishop Martin Young, a presentation of the history of the chapter, a spoofing of certain member characters, special recognition of past-presidents and their ladies, installation of officers, and a showing of a film designed to lure members to the 1961 national convention.

Out-going President Jimmie Nunn made his farewell to the head table, and Jim Elmore, first president of the Central Arizona Chapter, introduced each new officer and charged him with his duties.

Following the response, the meeting was adjourned, the band struck a frivolous note, and dancing was held until 2 a.m.

Although the turn-out was modest, all agreed that it was "... the best installation ever!"



Jimmie Nunn presented the new president with the gavel he received from John Brenner last year, together with a new base, making them permanent chapter symbols of authority.



New chapter officers, installed by James Elmore, are, from left, John Schotanus, treasurer; Kemper Goodwin, president; Lester Laraway, vice president; and Charles Hickman, secretary.



Greeting Junior Associate Member and Mrs. Lyle T. Christensen were Mr. and Mrs. Nunn and Mr. and Mrs. Goodwin.

Wives of the chapter past presidents were presented flowers. Here Executive Secretary Betty Pustarfi gives corsage to Mrs. Nunn while Master of Ceremonies George Allan checks his notes.



IN THE BOOK WORLD

IN PRAISE OF ARCHITECTURE

In Praise of Architects . . . Love good modern architects. Root for one or the other. Associate your name with their works and your name will endure with them. Love them demanding and without indulgence. Give them work.

In Praise of Architects . . . Demand of them happy and perfect houses to comfort your lives, houses of a civilized architecture, gracious, serene, luminous, resonant, clear, colorful, and pure.

In Praise of Architects . . . Demand of them that they honor your work with buildings of the utmost intelligence.

In Praise of Architects . . . Demand of them schools and colleges of light and beauty for your children.

In Praise of Architects . . . Demand of them superb theaters and cinemas for your culture and your amusement, for your daily need of fairy tales.

In Praise of Architects . . . Demand of them magnificent stadiums for your games. They must design ideal libraries for your reading, exquisite galleries for paintings, vibrant museums for the reflection of the past, harmonious auditoriums for music. And churches to protect the prayers, hopes, and fears of man.

In Praise of Architects . . . Demand of them perfect buildings for the rule of civilizations — the Just Government.

In Praise of Architects . . . They must design felicitous gardens — overflowing with tender trust in nature. They must design magic villas for your vacations. And enchanting hotels for your trips, exciting airports and stations for your departures. They must design old people's homes of the deepest humanity for your weariness and your old age. And impeccable hospitals for your recovery and to honor the birth of man. They must design truly just prisons for those of us who are unfortunate. Also noble cemeteries and noble graves.

In Praise of Architects . . . Demand of them happy and consummately civilized cities.

In Praise of Architects . . . Demand of them always an architecture full of human comprehension, glowing with imagination, clear, essential, and pure — as pure as a crystal.

In Praise of Architecture . . . A 263 page prose-poem by a man who is in love with life and, above all, with his profession.

IN PRAISE OF ARCHITECTURE by Gio Ponti, published by F. W. Dodge, on sale for \$6.95.

PLANNING IN THE LANDSCAPE by John O. Simonds. An articulate plea for intelligent landscape planning that will be a classic in its field. The author, a landscape architect in Pittsburgh, has drawn upon his years of study and worldwide travel, his practice, and his capacity for direct, clear statement in writing this book. In it he explains what sensitive and sensible landscape planning is, why and how it can enrich our lives, and what we have lost through neglecting it. 288 pages. Illus. \$12.75. Dodge.

THE SQUEEZE by Edward Higbee. (See quotation, p. 13). This is a challenging, authoritative view of living conditions in the metropolitan centers of the U. S., together with forceful recommendations for betterment. Not the least of these is better cultivation of what is called "the most important space in any civilized community — the space between the ears of its citizens." Dr. Higbee has some sobering observations about the public debt problem in fast growing communities, about the use and abuse of urban and suburban space, pollution of air and water, and the critical problems of transportation. Blunt and convincing, the book is written in an engaging style. \$5.95. Morrow.

DESIGN OF PRESTRESSED CONCRETE BEAMS

by William H. Connolly. This book presents a simplified, rational, and clear-cut method for the design of prestressed and post tensioned concrete members. The tedious trial and error normally involved in design problems. Presented with explicit instructions, the tables thoroughly cover the most difficult and time-consuming aspect of prestressed concrete design: selecting the cross-section. Applicable to I-beams, T-beams, long-span members, and composite sections, they are not limited to members of any particular proportions or dimensions. 264 pages. 120 tables, charts, diagrams. \$11.50. Dodge.

Previews . . .

THE PYRAMIDS by Ahmed Kahry has one of the largest printings on the University of Chicago Press spring list. The book is a history of the pyramids of ancient Egypt from the first relatively uncomplicated structure through the era of the most grand and lavish monuments. The author has combined the viewpoints of the archaeologist, the religious historian, the engineer, architect, mathematical expert and the sight-seeing tourist. May.

LE CORBUSIER TALKS WITH STUDENTS by Le Corbusier. An important statement on architecture that seeks to rouse gifted young architects, this book by the 1961 winner of the AIA Gold Medal also provides the layman with a fascinating insight into the mind of a great architect and innovator. March. \$3.50. Orion.

MODERN ARCHITECTURE IN MEXICO by Max Cetto. The fresh, imaginative, creative — and controversial — new school of architecture flourishing in Mexico. 244 pages. Illus. April. \$12.50. Praeger.

ARCHITECTURE AND PHOTOGRAPHY by Eric de Mare. A unique book on the art of architectural photography — its techniques and its aesthetics. Illus. May. \$13.50.

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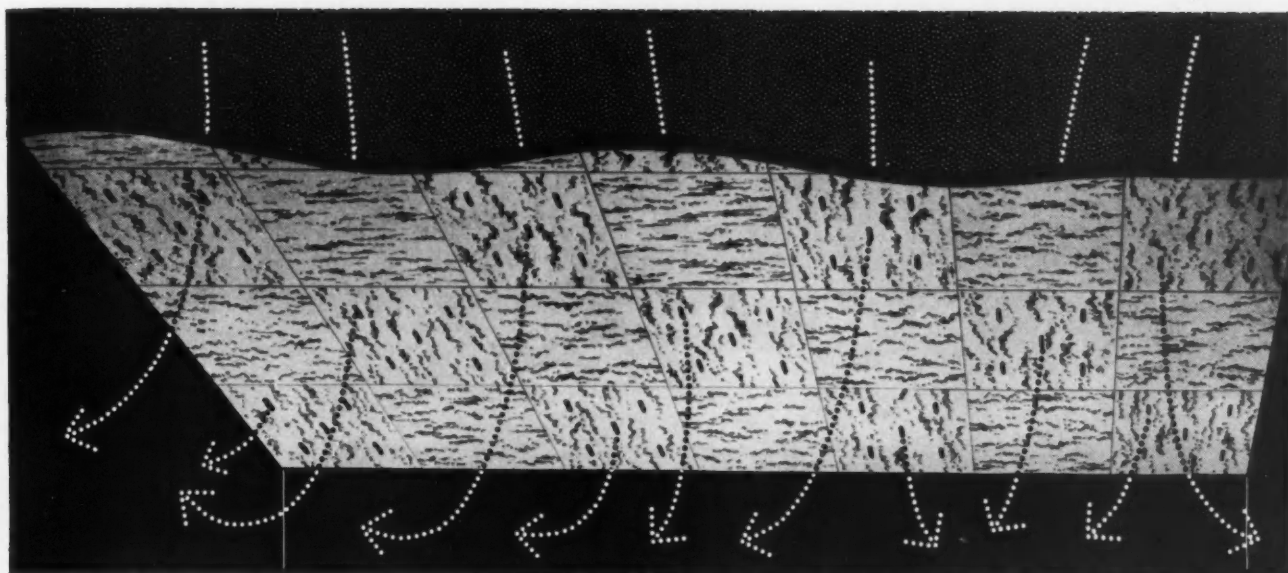
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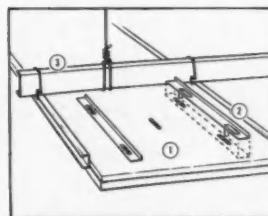
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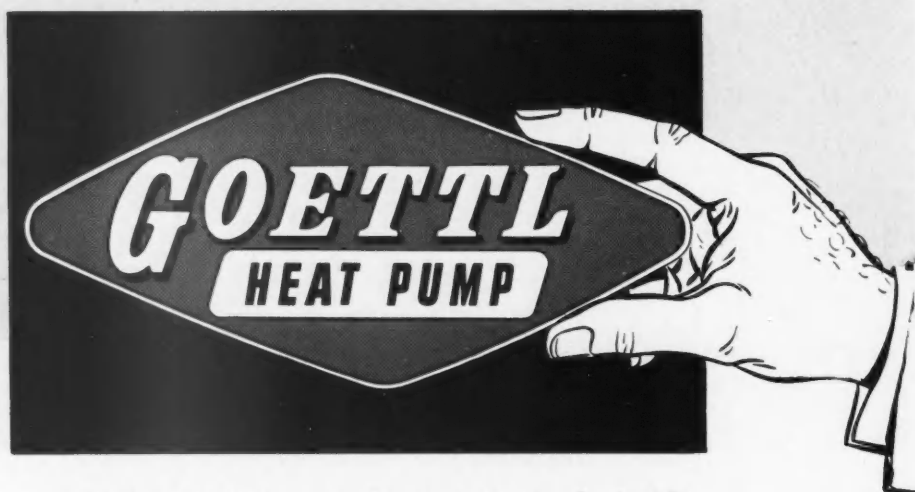
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